

City of Santa Barbara LCP Update

Public Outreach Components

Innovative and Engaging Outreach Plan:

- Webpage URL: <https://www.santabarbaraca.gov/lcp>

November 11, 2017 Open House Preparation and Release of Public Review Draft Coastal LUP

- Developed “Key Messages” for use on printed and other materials to stakeholders and interested parties
- Prepared “City News in Brief” for Open House, published on 10/23/17
- Sent email notice of Open House and Draft Coastal LUP release to adjacent jurisdictions staff on 10/25/17
- Presented Key Messages and public outreach plan to the LCP Update Joint Subcommittee and managers on 10/25/17
- Presented Key Messages and a review of the Draft Coastal LUP to two City Council members
- Presented a review of the Draft Coastal LUP and public outreach plan to Planning Division staff
- Coordinated, produced, and launched the Draft Coastal LUP webpage on 10/26/17
- Prepared a LCP Master List of email addresses for interested parties email releases
- Sent email notifications about Open House and release of Draft Coastal LUP to the LCP email notification list and LDT Bulletin on 10/27/17. Reminder message to LCP list sent 11/8/17
- Prepared a mail list for property owners affected by new shoreline hazard, creek, and/or other policies in the Draft Coastal LUP
- Sent postcards to affected property owners on 11/06/17
- Prepared postcard/handout to publicize release of Draft Coastal LUP and Open House
- Prepared and posted Open House flyers in various Coastal Zone locations in early November
- Prepared and submitted two display ads published in the Santa Barbara Independent on 10/26/17 and 11/9/17
- Prepared media release, submitted to multiple media outlets on 10/27/17
- Prepared eight station boards for the Open House
- Translated and posted relevant materials into Spanish and ensured Spanish translator was available at Open House
- Prepared and posted flyers in various Coastal Zone locations regarding the Public Review Draft Coastal LUP in December/January
- Sent mailed notices regarding release of the Draft Coastal LUP to state and federal agencies list provided by Ventura CCC staff on 01/10/18

Stakeholders and Commissions Reviews

- Prepared staff reports and presented the Draft Coastal LUP to Parks & Recreation Commission, Harbor Commission, and Creeks Advisory Committee
- Sent email notification about Commission and Committee meetings to the LCP email notification list
- Sent email invite to stakeholders for a staff presentation on the Draft Coastal LUP on 11/6/17
- Scheduled and presented the Draft Coastal LUP at seven stakeholders meetings